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1. (currently amended) A system for automatically establishing at least one TV setting based on at least one of: a geographic location of a TV, a location of a TV with respect to a dwelling, and a time, comprising:

a TV; and

a processor coupled to the TV and receiving information representative of at least one of: a geographic location of a TV, and a location of a TV with respect to a dwelling, and a time, the processor establishing at least one of: an audio setting, and a video setting based at least partially thereon, the audio setting being selected from the group consisting of audio volume, audio dynamic range, audio treble, audio bass, audio EQ, and surround sound, the video setting being selected from the group consisting of menu color, brightness, contrast, color, and tint, wherein the information is received via a global positioning satellite.

2. (original) The system of Claim 1, wherein the information is input by a viewer of the TV.

3. (canceled).

4. (original) The system of Claim 1, wherein the setting is a video setting.

5. (original) The system of Claim 1, wherein the setting is an audio setting.

6. (original) The system of Claim 1, wherein the setting is a menu color.

7. (previously presented) The system of Claim 4, wherein the setting is at least one of: contrast, color, and tint.

[9]8. (currently amended) A system for automatically establishing at least one audio or video TV setting based on a location of a TV with respect to a dwelling, comprising:

a TV; and

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a processor coupled to the TV and receiving information from a satellite representative of a location of a TV with respect to a dwelling, the processor establishing at least one of: an audio setting, and a video setting based at least partially thereon.

[10]9. (canceled).

1[1]0. (currently amended) The system of Claim [5]8, wherein the setting is volume.

1[2]1. (currently amended) The system of Claim [1]8, wherein the processor accesses a set of heuristics to undertake the establishing act.

1[3]2. (currently amended) The system of Claim [1]8, further comprising an input device manipulable to establish the settings.

1[4]3. (currently amended) The system of Claim [13]12, wherein manually input settings are used by the processor to alter heuristics.

[15]14. (previously presented) A method for establishing at least one audio and/or video setting on a TV based on at least one of: location of the TV, and time, comprising:

providing a set of correlation heuristics;

receiving an input comprising at least one of: the location, and the time; and

accessing the set of correlation heuristics to correlate the input to the setting, wherein the setting is a menu icon scheme.

1[6]5. (currently amended) The method of Claim [15]14, wherein the location is a location of the TV within a building.

1[7]6. (currently amended) The method of Claim [15]14, wherein the location is a geographic location of the TV.

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1[8]7. (currently amended) The method of Claim [15]14, wherein the time is a time of day.

1[9]8. (currently amended) The method of Claim [15]14, wherein the time is a date.

20[1]9. (currently amended) The method of Claim [15]14, wherein the input is received from a viewer of the TV.

2[1]0. (currently amended) The method of Claim [15]14, wherein the input is received from a global positioning satellite.

21-23. (canceled).

2[5]4. (previously presented) A system for tailoring TV settings to a TV location, comprising:

means for inputting the location to establish an input, the location being received from a satellite;

means for correlating the input to at least one setting associated with the TV; and

means for establishing at least one of: an audio setting, and a video setting selected from the group consisting of menu color, color, tint, brightness, and contrast, on the TV.

2[6]5. (currently amended) The system of Claim [25]24, wherein the means for inputting is a human-manipulable TV control device associated with the TV.

2[7]6. (currently amended) The system of Claim [25]24, wherein the means for inputting is a wide area source of data.

2[8]7. (currently amended) The system of Claim [25]24, wherein the means for correlating is a processor located in the TV.

2[9]8. (currently amended) The system of Claim [25]24, wherein the means for correlating is a processor located in a set-top box associated with the TV.

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[30]29. (currently amended) The system of Claim [25]24, wherein the setting is at least one video setting.

3[1]0. (currently amended) The system of Claim [25]24, wherein the setting is at least one audio setting.

3[2]1. (original) The system of Claim 4, wherein the processor determines whether to display closed captioning based on the information.

3[3]2. (original) The system of Claim 5, wherein the setting is an audio dynamic range.

3[5]3. (original) The system of Claim 5, wherein the setting is at least one of: audio treble, bass, EQ, or surround sound.

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